

Catapult List Match - Course Outline

During this 45 minute training session we will briefly touch on the following topics:



1. List Match Explained

- Provide an overview of the List Match functionality.
- Discuss some of the ways List Match can help you, including:
 - Appending custom values from your list to the Query and Watch results.
 - Track post-event buyer spending.
 - Calculate the ROI of events and marketing campaigns.

2. List Match Process

- Discuss the Catapult Lists page and how you can add, edit, or remove a list.
- Review the match types and the methodology behind them.
- Upload a sample list and map the fields from the sample list to the available EDA fields.
- Review the match results and statistics.

3. Using the List with Queries & Watches

- Demonstrate how you can use the List with Queries and Watches.
- Download Catapult results with values from the uploaded list appended to them.

4. Using the List with Catapult Analytics

- Demonstrate how you can use the match results to quickly create your UDFBUYID to work with Catapult Analytics.
- Demonstrate how you can pull your customer number and other fields, like phone number, into the Analytics Tools.

5. Using the List with EventWATCH

- Quickly demonstrate how the List is used in conjunction with EventWATCH
- Discuss common applications.

6. Create List Functionality

- Review how and when you may want to use the Create List functionality on the results page.

7. List Maintenance

- Discuss the rematch frequency.
- Discuss some best practices for re-uploading your "House" list.